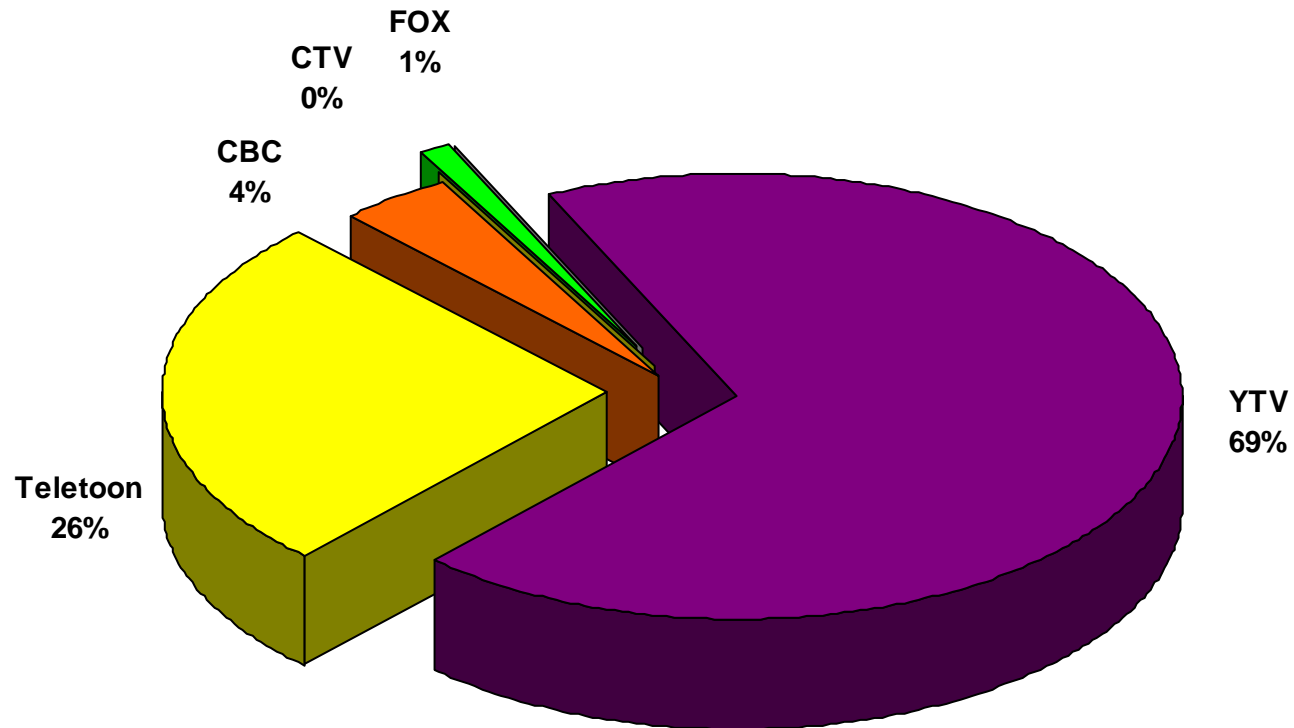


## National Purchasable Ratings – Kids 6-11

YTV captured a 69% share of purchasable Total Canada Kid (K6-11) ratings in Fall 2004



Source: Nielsen People Meters -Total Canada  
Fall 2004 STD (Sept. 6/04 to Dec. 26/04 (16 weeks)  
Share for each broadcaster calculated from total weekly kid ratings in kid-targeted programs